



Voter Engagement Summit



Youth Political Participation

- In the Midwest, only 57% of those ages 18-24 were registered to vote for the 2012 presidential election
- Only 43.9% of those actually voted in the 2012 presidential election
- Both statistics are the lowest compared to every other age group in the region

**Below, list the reasons you believe to be
why students don't vote**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.




**Below, list the reasons you believe to be
why students don't *register* to vote**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



Youth Political Participation



1. Top three reasons why young people don't participate <small>-Pew and Harvard research poll</small>	2. Below, write your responses for the provided reasons for why people don't participate	3. Come up with a tweet for each provided reason to urge students to participate in politics
 Do not like or trust the government		Tweet: #
 Love government so much that they are concerned they will make a mistake		Tweet: #
 Believe government is not relevant to their lives		Tweet: #



Let's Start with Your Goals.

What would a successful voter registration drive look like?

(Number of registrations? Updating addresses? Getting students to sign up to remind them to vote? Getting a large number of groups to participate?)

My goal is...

September 25 is national voter registration day, a great time to focus your engagement drive. Coordinating your voter outreach with existing campus events allows you to reach more students with less effort and lead time. Below, write a date that would be good for a registration drive.

Working with Diverse Groups

What is one group that is diametrically opposed to your personal ideology?

What are the positives about involving a group that is opposed to your ideology?

What are some difficulties to overcome by involving a group that is opposed to your ideologies?



Iowa Voting 101



Why is updating voter registration important?

Of the six different ways to register, which are the most effective we can use? Why?

What are ways that we can use online voter registration in a voter registration drive?

How does someone request an absentee ballot? What are common misconceptions about absentee ballot voting?

Where can a person be registered to vote (home or at school)? Why would a student choose to stay registered at home vs. school?

What is a good place on campus to have a satellite voting location? How do I go about getting a satellite voting location?



Creating an Organizing Committee to Help you Plan

5 groups on campus we should ask to help organize

Name of group

Synergy/Why them?

1. Campus Democrats/Republicans

- Have strong ties with the political process.
- Can be informative for students

2.

3.

4.

5.

3 groups/people outside campus we should involve to help organize

Name of group

Synergy/Why them?

1. County Auditor

- Auditor is the local Election Official.
- He/She is the expert on election rules.

2.

3.



Working with Campus Groups

Recognizing that every group has a unique passion or reason for existing, how would you approach the groups differently? Keep in mind, just about *everything* is affected by the democratic process.

Name of group

Approach style for each

1. Campus Democrats/Republicans

2.

3.

4.

5.

6.

7.

8.

9.

10.



Working with Campus Groups

Look back at your list of campus organizations from page four. Write down specific tasks you'd assign for each organization. Perhaps there are specific tasks certain groups would excel at, OR perhaps you want each group to do a little bit of everything!

Name of group	What could it do?
1. Computer club	Work on the app
2. Student Activities Board	Hold promotional event
3. Student paper/publications	Write about event(s)
4.	
5.	
6.	
7.	
8.	

Below is a checklist with items you can ask any organization (on or off campus) to do. Fill the blank spaces if you think of anything else you could ask an organization. Keep this to keep track of your list!

- ☐ Can you post our turbo-vote widget on your website?
- ☐ Can **you** have a speaker come to **our** meeting and give a five-minute presentation?
- ☐ Can **we** have a speaker come to **your** meeting and give a five-minute presentation?
- ☐ Could you post on your social media sites about the voter registration drive? i.e. Facebook, Twitter, Instagram, etc.
- ☐
- ☐
- ☐



Working with Local Community Groups

What are the local *service* groups in your community you could involve? (Beyond the three local groups you listed earlier that you will invite to help you organize). Also try to think of service groups that have student members as well. For the next step, list the tasks would you assign the groups to complete based on each organization's strengths.

Name of Group

Assigned task

1. League of Women Voters	
2. Churches	
3. Local Lions Club	
4.	
5.	

Is there a generous corporation/successful alumni that might fund food (or other items) for an event? This portion may be easier to research at home.

1.
2.
3.
4.
5.

In the spaces provided, fill in the names of those who could possibly attend your voter registration drive. If you think of more, write them below. This also may take some research at home.

• My Republican County Chair is _____.
• My Democrat County Chair is _____.
• My State Senator is _____.
• My State Representative is _____.
•



Working with Local Community Groups

What are the advantages or difficulties with working with off campus groups or local community groups?

<i>Name of Group</i>	<i>Advantages</i>	<i>Possible Difficulties to Overcome</i>
County Auditor	<ul style="list-style-type: none">• They are the “elections official” for your campus• Have institutional knowledge• Are respected in the community beyond campus• Can help you be successful	<ul style="list-style-type: none">• Busy schedules• Different skill sets



--

[illegible][illegible]



MyIowaVote.com

Come up with a few ideas on how you will share or place the widget

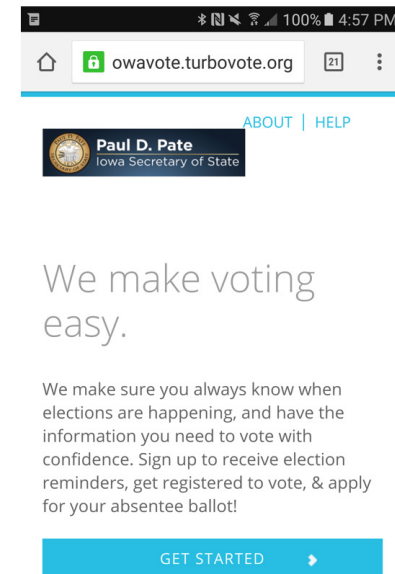
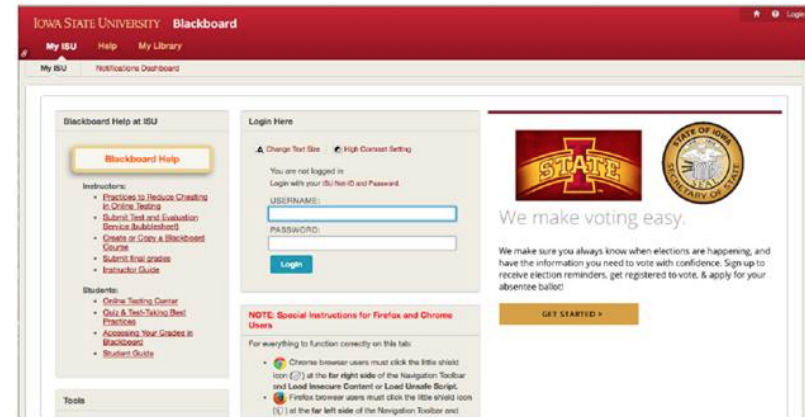
1. Twitter/Facebook
2. Work with IT Department to get it on web portals
- 3.
- 4.
- 5.
- 6.

What are the benefits of a web-based registration campaign as opposed to an exclusively in-person campaign?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



Below are examples of personalized TurboVote widgets placed the on Iowa State University's Blackboard portal and the mobile TurboVote website:





MyIowaVote.com



What are some effective ways to communicate with students AFTER you register them to vote?

What information do they need to know to successfully vote?

Ways to communicate

Information needed

1.	
2.	
3.	
4.	
5.	
6.	

What logistical barriers do students face when trying to register?

How can you help them overcome those barriers?

Barriers

Help to overcome barriers

1.	
2.	
3.	
4.	
5.	
6.	



School Administration



Which administrators do you need to get on board?

Name

Ask them to:

1.

2.

3.

4.

5.

6.

Why should this be integrated into the entire school vs. just as a “student activity”?

Which faculty will you ask?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Check list: what can you ask faculty to do? Please add any items you would like to include on your checklist.

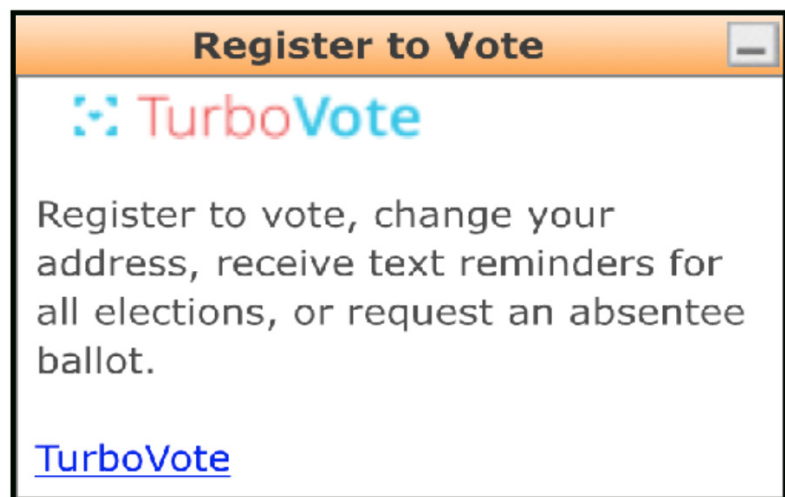
- ☐ Include in syllabus
- ☐ Email link to students
- ☐ Assign as part of course work (for related courses)
- ☐ Announce in class
- ☐
- ☐
- ☐
- ☐
- ☐



Information Technology Integration



Several schools have gotten the technology department to put the voter registration widget on the school's "intra-internet" site. Some schools have made the official school screen server a challenge to students to register to vote (along with a link to sign up).



STORIES FROM THE FIELD

Former Mercer University Student Government Association President Joseph Wozniak led a successful effort to integrate TurboVote into online student portals. Mercer students who check their grades, pay their tuition, etc. are also prompted to register to vote on the university's online student portal.



STORIES FROM THE FIELD

Working through their IT Services Executive Director, Dominican University of California placed a TurboVote link on Moodle, the open-source learning platform on campus. Now, when students are completing coursework online, they can get registered to vote or sign up for election reminders, too.



Information Technology Integration



STORIES FROM THE FIELD

Lone Star College, a community college system home to approximately 85,000 students in Texas, became a TurboVote partner in 2015. During the 2016 election season, Director of the Center for Civic Engagement Dr. Theis worked with IT staffers to include a call-to-action banner on their student portal to register through TurboVote. The result? Over **1,000** sign ups in just one week!



On my campus, some great places to integrate with the school intranet is:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Below, design your school screensavor.



Physical High-Traffic Areas

Below, make a list of high-traffic areas/events *on* campus where students congregate.

1. First-of-the-year club festival
2. In front of the library
3. Sporting events
4. Homecoming events
- 5.
- 6.
- 7.
- 8.

What makes a table successful?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Below, make a list of high-traffic areas/events *off* campus where students congregate.

1. Local community center
2. Local library
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Can we join somebody else's parade?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



Digital High-Traffic Areas



What are some high-traffic digital or online areas?

1. Library computer screen savers
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

Pick a digital high-traffic area and create a Facebook advertisement below.

Pick a digital high-traffic area and create a Twitter post and ideas for hashtags below.

Tweet:

#



Competition and Rewards



Having a voter registration competition can boost chances of having high registration numbers



To keep track of winners, we can assign a “referral code” through Turbo Vote if you sign up for a college Turbo Vote

Below, list some ideas for groups, clubs or organizations that can participate in a friendly voter registration competition.

1. Basketball team v. Football team
2. Greek community competition (intraorganizational competition)
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Below, come up with a tweet and Facebook post to “stir the pot” before the challenge. Also come up with some hashtag and photo ideas!

Facebook post:

Photo idea:

Tweet:

#



Media and Public Relations: Campus Media



Below, list some campus media outlets to meet with and include in your press releases for the voter registration drive?

- 1.
- 2.
- 3.
- 4.
- 5.

What are good events or interview subjects to get earned media coverage? What content can we provide them?

- 1.
- 2.
- 3.
- 4.
- 5.

Of those you listed above, which would be interested in partnering to help with the voter registration drive?

- 1.
- 2.
- 3.
- 4.
- 5.

What “asks” can we make of them?

- 1.
- 2.
- 3.
- 4.
- 5.



Media and Public Relations: Local Media



Below, list some local media outlets to meet with and include in your press releases for the voter registration drive?

- 1.
- 2.
- 3.
- 4.
- 5.

What are good events or interview subjects to get earned media coverage? What content can we provide them?

- 1.
- 2.
- 3.
- 4.
- 5.

Of those you listed above, which would be interested in partnering to help with the voter registration drive?

- 1.
- 2.
- 3.
- 4.
- 5.

What “asks” can we make of them?

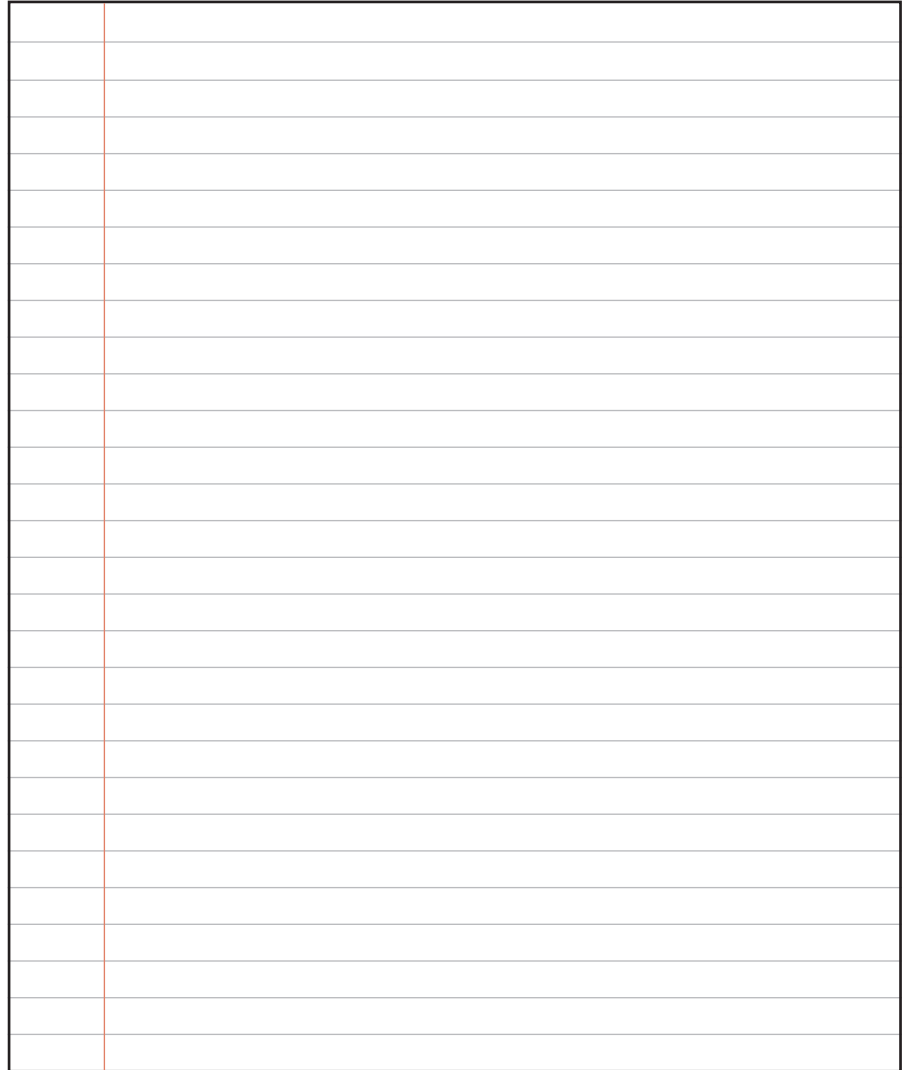
- 1.
- 2.
- 3.
- 4.
- 5.



1. Two sentences explaining the registration drive
2. Two sentences explaining its importance
4. Main body that will describing the logistics of the event
4. Two sentences explaining what you need them to do
5. Let them know you'll also be calling them to see if they're on board
6. Follow-up phone call

- ☐ Press release that talks about partnership with Secretary of State, local auditor and student groups on campus after this event
- ☐ Press release in the fall after first meeting that re-emphasizes earlier press release
- ☐ Press release week before event
- ☐ Press release during event
- ☐ Press release with results

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. A vertical red margin line runs down the left side of the page, creating a narrow left margin. The paper appears to be from a notebook or a standard ruled sheet of paper. There are no markings, text, or drawings on the page.

[illegible]



This image shows a blank sheet of white paper with horizontal blue or grey ruling lines. A single vertical red line runs down the left side, creating a margin. The paper appears to be from a notebook or a standard sheet of stationery. There are no markings, text, or drawings on the page.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. A vertical red margin line runs down the left side of the page. The paper is otherwise blank, with no handwriting or other markings.

